

Rep Order# 7893770 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 937829

Printed: 08/02/2012 11:06 AM
Last Received: 08/02/2012 10:57 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station KMBC-TV KANSAS CITY
Advertiser () NIXON, JAY
Product NIXON/GOV/D
Estimate#
Buyer LISA CABANEL
Phone#
Fax#

Agency () CAMPAIGN GROUP
1600 LOCUST ST.
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 08/01/2012 - 08/07/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MEREDITH RADOW
Salesperson Phone# 212-408-3622
Salesperson FAX# 212-445-0968

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

8/2
REVISION
PLS SEE LN21 FOR 1X NA
PLS SEE LN26 FOR 1X MG
NEW TTL IS 19250
PLS CONFIRM, T/R ANDY FOR MEREDITH

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*21	SA	5P-530P	SA E NEWS	:30	\$100.00	08/04-08/04	0	0	0	\$0.00	
				Sales Remark: V3 1X NA, MGED IN LINE 26								
				V3 Comment Changed, Spots/week Changed								
	*26	SA	5A-6A	NEWS	:30	\$75.00	08/04-08/04	1	1	1	\$75.00	
				Sales Remark: V3 MG FOR SPOT MISSED IN LN21.								
				V3 Added								

---REPORT TOTALS---

Report Totals: 1 / \$75.00

---SALES MONTHLY TOTALS---

Aug 12: 30 / \$19,250.00
Sales Totals: 30 / \$19,250.00

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Station Totals: 30 / \$19,250.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$64,167

CABL	0%	CBLA	0%	INTA	0%	KCTV	17%	KCWE	0%
KMBC	30%	KMCI	0%	KPXE	0%	KSHB	33%	KSMO	0%
UNKN	0%	WDAF	20%						

Books null
Demos RA35+